

**IN THE SPECIFICATION:**

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**BRIEF DESCRIPTION OF THE FIGURES**

FIG. 1 illustrates an element to be viewed (1), its dimensions (4), its orientation (3), a visibility distance to an observer and a potential visibility angle (8).

FIG. 2 illustrates a maximum visibility distance (6), a potential visibility zone (9), the element to be viewed (1), potential visibility axes (10), four observers 1, 2, 3 and 4, theirs potential visibility angles (8), where the potential visibility angle of the fourth observer is the biggest one.

FIG. 3 illustrates a potential visibility cone (7), the advertising medium (1), a maximum visibility distance (6), a potential visibility angle (8) and two observers 1 and 2. While observer 1 is inside the potential visibility cone (7) and therefore can see the advertising medium, observer 2 is outside the potential visibility cone (7) and can not see the advertising medium properly.

FIG. 4 illustrates a potential visibility zone (9) defined by a user or obtained from a specific research. An element to be viewed (1), a maximum visibility distance (6) and observer 1 and 2.

FIG. 5 illustrates a potential visibility zone (9) in a three-dimensions representation, an element to be viewed (1), a maximum visibility distance (6) and observer 1, 2 and 3. Observers 2 and 3 are not able to see the advertising medium properly.

FIG. 6 illustrates advertising medium orientation (3), observers 1-6, observer orientations (12), which are determined by observers movement directions, and the observer orientation angle (13) determined by the advertising medium orientation (3) and observers orientations (12).

FIG. 7 is a flowchart illustrating operation of a computer application and a locating means therein.

FIG. 8A illustrates the potential visibility zone (9) using only the street axis (16) with navigational information stored on a computer medium.

FIG. 8B illustrates an effective visibility zone (17), and effective visibility axes (18) which is the resulting buildings.

FIG. 9A, 9B and 9C illustrate real example in 2D of the present invention.